



USING LINKEDIN TO RECRUIT TRAINEES AND IDENTIFY JOB OPENINGS

Are you
using
LinkedIn
to recruit



participants and identify employers with job openings for your H-1B Technical Skills Training (TST) or Jobs Accelerator (JA) program? If not, you may be missing an opportunity to increase your pool of training candidates and identify job openings that may not be found through traditional channels. LinkedIn provides many ways for expanding your outreach to both training participants and employers. But before you can take advantage of these opportunities, you must establish your program's LinkedIn presence and promote it. Ultimately, it's all about your professional contacts. The more LinkedIn contacts you have, the more likely you will find the right applicants for your training program and the more likely that they will find you. And this holds true for employers as well. If you want recruiters to find your program and its graduates, you must have an extensive list of contacts on LinkedIn. The text box that accompanies this bulletin provides you with three essential steps for building your program's presence on this social media website.

Once you've established your presence on LinkedIn, you'll be ready to recruit training participants. There are two approaches you can use. First, you can promote the training by making an announcement on your Company Page, your personal homepage, and in LinkedIn groups related to your industry. If you've built a wide following, you'll reach a considerable number of candidates through this route. The second approach involves

IN THIS BULLETIN...

❖ Three Essential Steps You Should Take to Create Your LinkedIn Presence and Build Your Network of Contacts

identifying candidates who would benefit from the training you have to offer and reaching out to them. You can do this by clicking on "Advanced People Search," selecting your criteria for the search, and then sending the identified persons an InMail or request an introduction to get in contact. Because free LinkedIn accounts limit InMails to first degree contacts, this approach provides limited opportunities for recruitment unless you have a large number of contacts. And even if you have a premium LinkedIn account, the number of InMails is limited to a monthly quota.

Lydia Chavez-Garcia, Project Director for the Information Technology Training for Tomorrow program at San Jacinto College in Harris County, Texas, has been using LinkedIn for participant recruitment with great success. She regularly uses LinkedIn to post



announcements about her program's upcoming classes, job fairs, and career seminars and reports that her online engagement efforts have helped the program exceed its recruitment goals. To use the social media site effectively, she advises program managers to visit LinkedIn each day and post frequently. She also encourages them to use the social media site to stay in touch with participants and employers.



If you want to use LinkedIn to match your program graduates with employers who have job openings, you have several options, all of which should be used. First, make sure that each graduate has a LinkedIn profile that is likely to receive the attention of recruiters. (For guidance on helping your trainees create an effective LinkedIn profile, please see the bulletin *Helping TST and JA Participants use LinkedIn for Professional Networking* which can be found on the Community of Practice website at <https://etagrantees.workforce3one.org/view/2001414061168563098/info>.) Because a graduate's likelihood of being contacted by a recruiter is directly proportional to their number of professional contacts on LinkedIn, encourage your trainees to build their list of contacts. They should seek out and join groups in their industry and connect with recruiters. The more, the better.

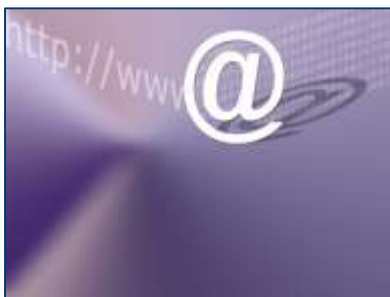
Second, identify and reach out to recruiters in your industry. You can find them by doing an advanced people search or asking your primary contacts for leads. To do a search, click on the "Advanced People Search" button. Choose your industry, type in the word "recruiter" in the "Keyword" box, and select your location. If you use these parameters, the search will return a list of recruiters in your industry and location who are first or second connections or members of groups to which you belong. If they are not first connections, reach out to them via a mutual contact. To have a better understanding of how recruiters use LinkedIn, watch the brief video that describes the process at <http://business.linkedin.com/talent-solutions/products/recruiter.html>.

Third, you and your trainees should sign up for "job alerts" to get notified via email whenever a new job gets posted that meets a specified set of criteria. To do this click "Jobs" at the top of your homepage and then click "Advanced" next to the search bar at the top of the page. On the advanced search screen, enter the keywords and location for the position sought. Click search and then click the "Save Search" link in the top right corner of the search results. When you save the search, you can choose to receive daily, weekly or monthly alerts.



THREE ESSENTIAL STEPS YOU SHOULD TAKE TO CREATE YOUR LINKEDIN PRESENCE AND BUILD YOUR NETWORK OF CONTACTS:

- 1. CREATE A COMPANY PROFILE** - If your organization or program does not have a Company Page on LinkedIn, you'll need to create one. This is a page where you can tell your program's story, engage with followers, and make training announcements. To add a company page to your profile, put your cursor over the "Interests" tab on your LinkedIn homepage and click on "Companies." In the "Create a Company" box on the right, click "Create." Enter your company or program's name along with your work e-mail address which must have a unique domain. To complete your company page, add a description of your organization along with a website URL. Your company description should include targeted keywords that describe your services, expertise, and training focus. If your organization already has a Company Page, identify its administrator who can provide you with administrative rights.



- 2. BUILD YOUR FOLLOWING** - Start by creating a "follow" button on your organization's website, making an announcement about your Company Page in your newsletter, and sharing the news by word of mouth. Encourage your co-workers to specify the company on their personal LinkedIn profile

and include a link to it in their email signatures. To expand your following beyond your immediate network, it's highly advisable to identify LinkedIn Groups related to your industry you serve and post insights or useful information in their group discussions. Always include a link to your Company Page at the end of your post.



- 3. PROVIDE PROGRAM UPDATES** - If you have administrative rights, you can post updates on your organization's Company Page Home tab. This can include training opportunities, program announcements, links to news about your program and relevant industry articles, and SlideShare presentations. If your organization has a promotional YouTube video, you can link to that as well. Keep your posts brief and relevant and encourage your followers to participate in the discussion with follow-up questions or a call to action. To effectively establish your LinkedIn presence, remember to post frequently. If you need help, share administrative privileges with co-workers.